

INNOVATION MANAGEMENT SCIENCES

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TO:	Examiner H Q Pham	FROM:	Wilfred Lam
COMPANY:	USPTO	DATE:	7/8/2008
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PHONE NUMBER:		SENDER'S REFERENCE NUMBER:	
RE:	Draft Amendment - 10/789,665		
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☐ URGENT    ☒ FOR REVIEW    ☐ PLEASE COMMENT    ☐ PLEASE REPLY    ☐ PLEASE RECYCLE

Examiner HQ Pham:

Attached please find the Draft Amendment for US Patent Application 10/789,665.

For your review.

Respectfully submitted,

Wilfred Lam

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34. (Amended herein) A method of populating a merchandizing product database at a first network location, comprising:

obtaining merchandising data related to a product presented at a presentation device located at a second network location, wherein said obtaining comprises receiving product data ~~from~~ transmitted by the presentation device, wherein said product data is embedded in a presentation medium transmitted to said presentation device from a third network location, ~~and~~ wherein said presentation medium is transmitted to said presentation device from said third network location in response to a user action at said presentation device, and wherein said presentation medium comprises device executable code that causes said presentation device to transmit said product data to said first network location contemporaneously with rendering of said presentation medium on said presentation device; and

storing at least in part a representation of said product data in said merchandising product database at said first network location.

35. (Cancelled) The method of claim 34, wherein said presentation medium comprises device executable code that causes said presentation device to transmit said product data to said first network location.

36. (Previously presented) The method of claim 35, wherein said presentation medium comprises a Web-page.

37. (Previously presented) The method of claim 36, wherein said product data comprises a product identification.

38. (Previously presented) The method of claim 36, wherein said product data comprises a product description.

39. (Previously presented) The method of claim 36, wherein said product data comprises parameters specified by said third network location for storage at said merchandising product database at said first network location.

40. (Previously presented) The method of claim 39, wherein said storing step comprises storing said parameters in said merchandising product database contemporaneously with said user action.